Please amend the paragraph from page 9, line 21 to page 10,
line 2 as follows:

In Figure 3, the Coupon Service Bureau 130 allows a first
user to create, barter, auction, and exchange coupons with
another user – with or without involvement of the product
~~manufacture~~ manufacturer or store.   For example, in step
310 a user 140 may indicate to the Coupon Service Bureau
130 that he has a coupon for a particular product that he
is willing to return and trade for another coupon. In step
320, another user receives the announcement of this first
coupon via the Coupon Service Bureau 130 and can make an
offer to the first user.   For example, an offer might be
made to exchange the coupon offered by the first user in
step 310 for a different coupon offered by the second user
in step 330.   If the offers are agreed upon, the Coupon
Service Bureau exchanges 340 one coupon for the other.
Bother users are happy.   Optionally, coupon associates,
such as the sellers or product/service creators, may be
notified 350 of this exchange, along with the demographics
of the users, to best understand buyer needs and
demographics.

Please amend the paragraph from page 10, line 12 to page
11, line 2 as follows:

In some embodiments of the method, the targeted advantage
is an advantage taken from a group of advantages consisting
of: a product discount; a service discount; a duration of
discount; a rebate; a service feature; a service contract

features; a product feature; an ecological feature; a
safety feature; a preferred instruction, and any
combination of these advantages. As an example, a
prospective buyer of a lawnmower may use the CSB to obtain
a targeted discount on a lawnmower. To obtain this
discount, the user may use his coupon device to enter the
work "lawnmower" and a maximum spending price and a special
safety feature. Entry may be by keyboard, speech, or other
computer input means. The CSB may then send coupons to the
user's coupon device such that the lawnmower will be below
this price. These coupons are generally created by coupon
associates, such as the product manufacturer, store, or
even a friend who has created such a coupon. In fact, the
targeted coupon may be created by a coupon associate such
as a particular store, a chain store, a customer
environment sensor, a weather sensor, a product
manufacturer, at least one other user, a~~ product
manufacturer,~~ a service provider; a government agency, a
family member, an employer of the first user, the first
user, a third party agent, and any combination of these
associates. The word sensor refers to any detecting
entity. For example, a weather sensor may determine that
the_ temperature is below 32°F and snow is likely, and thus
alter the coupon discount for boots.

**Please amend the paragraph from page 15, line 4 to page 16,
line 5 as follows:**

In some embodiments the method further comprises the
targeted coupon being created by one or more coupon
associate taken from a group of coupon associates
including: a particular store, a chain store, a customer

environment sensor, a weather sensor, a product manufacturer, one or more other user, ~~a product manufacturer,~~ a service provider, a government agency, a family member, an employer of the first user, the first user, a third party agent and any combination of these associates; and/or the one or more store referring the first user to one or more other store from which the first user can obtain a further advantage; and/or obtaining user-specific information from the first user; and/or modifying the targeted coupon based on a coupon-modifying criteria including a criterion taken from a group of criteria including: expiration date, number of other users using a targeted coupon, current weather, predicted weather, news reports, movies, movie show times, user's buying history, stores' record of sales, time of say, number of sales for that day, speed at which product is selling, prevailing market conditions, geopolitical events, fuel prices, demographic information, traffic patterns, gas prices, prevailing economic conditions, number of people in the store at the moment or predicted to be in the store; time of day, terrorist alert level, nature of stores along the way to destination store, historical record of traffic patterns, historical record of accidents, crime statistics, and any combination of these and such criteria; and/or the step of modifying the targeted coupon includes modifications taken from a group of modifications including: deleting the targeted coupon, graphically modifying the targeted coupon, changing the targeted coupon value, and moving the targeted coupon from one location ton another; and/or one or more associate from the group of coupon associates monitoring and storing usage of the targeted coupon; and/or one or more coupon associate

receiving targeted coupon use data from one or more other coupon associate from the group of targeted coupon associates; and/or the one or more coupon associate redeeming the targeted coupon after use of the targeted coupon by the first user; and/or one of the one or more coupon associate providing an identifier enabling use of the targeted coupon by a limited user population; and/or the step of forwarding includes requiring a return of a previous coupon from the first user to the Coupon Service Bureau; and/or the step of forwarding includes another user providing the targeted coupon to the Coupon Service Bureau in exchange for a previous coupon held by the first user; and/or the first user employing the coupon to obtain the targeted advantage at the one or more store; and/or the coupon service bureau meters the number and nature of user employing and bills the user according to the number and nature of employing.